

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, November 21, 2013 at 8:00 a.m. at the Grapevine Convention & Visitors Bureau Headquarters, 636 S. Main Street, Grapevine, Texas with the following persons in attendance:

Paul Slechta	Chairman
Tom Cherry	Board Member
Lance Marrin	Board Member
Joe Szymaszek	Board Member
Dan Weinberger	Board Member
Mark Terpening	Alternate Board Member

Constituting a quorum, with the following liaisons and staff members present:

Sharron Spencer	Council Liaison
Balla Wright	Heritage Foundation Liaison
Perry Leonard	Chamber Liaison
Paul W. McCallum	Executive Director
Michael Woody	Assistant Executive Director
Eloise Koehn	Director of Finance & Administration
Shawna Barnes	Assistant to the Executive Director

Absent:

Jennifer Hibbs	Assistant City Manager
John Imaizumi	Board Member

CALL TO ORDER

Chairman Slechta called the meeting to order at 8:00 a.m. Councilwoman Spencer encouraged the board members to bring their families to fill the float for the Christmas Parade.

APPROVAL OF MINUTES

Motion by Dan Weinberger, seconded by Tom Cherry to approve the minutes from the October 17, 2013 meeting prevailed by the following vote:

Ayes: Slechta, Cherry, Marrin, Szymaszek, Weinberger, Terpening
Nays: None

LIAISON UPDATES

Heritage Foundation Activities

Balla Wright reported that the Foundation held its Seventh Annual Candlelight Tour of Homes with 230 people enjoying the five homes on the tour. Last night was the annual

LIAISON UPDATES cont.

Heritage Foundation Activities cont.

meeting for the Heritage Foundation at Nash Farm.

Board members will be decorating the board of directors' wagon for the Christmas Parade. During the holidays there will be tractor-drawn wagon rides for a dollar. Nash Farm is preparing for the annual Victorian Christmas on Saturday, December 7th from 3 – 6 p.m. There will be tours, stories, cider and cookies. December 1st Kraig Parker will perform his Elvis Christmas. Also at the Palace during the Christmas season will be Christmas movies and the Texas Tenors.

No action taken by the Board

Chamber of Commerce Activities

Perry Leonard reported that the Chamber has purchased the land that their building is on. The Chamber will host a VIP reception at the Chamber Offices prior to the Christmas Parade. Rocky Gribble will perform at the Chamber's Membership Luncheon next month. Shonda Shafer from Grace was the program for the November luncheon.

Joe Szymaszek will join the Chamber Board in 2014. The Annual Awards Banquet is scheduled for January 16, 2014 at Austin Ranch. Nominations are now being taken for the various awards. Details are available on the Chamber website.

Paul Slechta added that the Chili Cook Off was a success and thanked Dan Weinberger for cooking and Sharron Spencer and Mark Terpening for serving.

No action taken by the Board

OLD BUSINESS

Approval of 2014 Marketing Plan

Mr. McCallum asked for approval of the 2014 Marketing Plan as it was presented at the October board meeting. Motion by Tom Cherry, seconded by Dan Weinberger to approve the 2014 Marketing Plan prevailed by the following vote:

Ayes: Slechta, Cherry, Marrin, Szymaszek, Weinberger, Terpening

Nays: None

Train Equipment Update

Mr. McCallum reported that staff is making progress on the restoration of the 3 articulated lounge cars.

The Connecticut Department of Transportation has six F9s for sale. The engines were in service until 2009. They also have 11 stainless steel 102-passenger cars for sale

OLD BUSINESS cont.

Train Equipment Update cont.

that are in pristine condition. Staff is in negotiations regarding the equipment.

No action taken by the Board.

Wallis Update

Mr. McCallum reported that staff has been unable to locate a single gallery large enough for the space or a manager to oversee several galleries. Staff is currently looking at other opportunities for the space and discussed this with the board. Discussion followed.

No action taken by the Board.

NEW BUSINESS

Christmas Capital of Texas

Mr. McCallum reported the Christmas Capital of Texas (CCOT) events will cover 40 days and over 1,400 events with over 1.5 million people attending. He shared the various marketing pieces with the board. The CCOT is being marketed through brochures, print media, radio, TV and digital marketing. The marketing is geared to drive folks to the Christmas micro site. Mr. McCallum then reviewed 30 of the many events being offered at the CCOT.

No action taken by the Board.

SALES AND MARKETING REPORT

Due to the lateness of the hour, Mr. Woody gave an abbreviated sales and marketing report. During the month of October, Convention Sales produced 54 leads. Both Convention Sales and Tourism Sales teams hosted several site inspections. The Tourism team hosted 5 international FAMs. Six thousand tickets were sold at the Visitor Information Center.

The website had 104,995 unique visitors with 22% reaching us through a mobile device. The average length of a visit to the website was over 8 ½ minutes.

No action taken by the Board

HOTELS / ATTRACTIONS ACTIVITIES

- The dual flag Marriott property will open in late December.
- After 4 months American Airlines and US Air are close to a merger. Concessions included divesting some of their slot pairs.
- The new Art and Sole brochure will arrive later today.
- The Grapevine Foundry opened earlier this month.
- Media event is scheduled for Monday, November 25th.

HOTELS / ATTRACTIONS ACTIVITIES

- The CVB will celebrate 40 years in August 2014.

No action taken by the Board.

ADJOURNMENT

There being no further business to come before the board a motion by Tom Cherry, seconded by Joe Szymaszek to adjourn the meeting at 9:50 a.m. prevailed by the following vote:

Ayes: Slechta, Cherry, Marrin, Szymaszek, Weinberger, Terpening

Nays: None

PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
THE 10th DAY OF DECEMBER, 2013.

APPROVED:



Paul Slechta
Chairman

ATTEST:



Eloise Koehn
Director of Finance & Administration